



Amazon Marketing Strategy

By Manfred Damsch

GRIN Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research paper from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, University of applied sciences, Munich, language: English, abstract: Founded in Seattle (Washington, USA) by Jeffrey Bezos in 1995, Amazon is now the world leading internet sales platform for consumer goods. Offering books in the first place Amazon now offers products in more than 40 different product categories. Omnipresent everywhere in the internet Amazon claims to be 'the world's most customer-centric' company. Indeed Amazon is doing everything to achieve this goal through continuous service-improvement. Whenever a new service will be launched customers expectations always define the key features. But what an internet company would Amazon be if this customer centric mission wouldn't be promoted and capitalised. Grown up with the internet and familiar with all its marketing instruments, Amazon uses every opportunity to promote its brand and the offered services. Beside the user-experience Amazon's success depends on its propagation and accessibility. Amazon manages this by sophisticated partner programs to grow fast and continuously. In consequence of the market power...



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